Goodwill Industries of the Coastal Empire Board member
ABOUT GOODWILL SOUTHEAST GEORGIA

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JPMorgan Chase & Company

MISSION

To assist people with disabilities and other barriers to employment to live independently and become employed.

VISION

Leading those we serve to sustainable economic independence.

VALUES

Commitment
Learning
Accountability
Integrity
Service to others
Teamwork

ABOUT GOODWILL SOUTHEAST GEORGIA
Dear Friends and Supporters,

2021 marked an exciting year of recovery! The success we realized in the second half of 2020 became a springboard to a record-setting 2021. Innovation, collaboration, and resilience led us to the best operational year in the history of our organization.

Our retail stores delivered record-breaking sales by year-end. Donor acquisition realized over 370K individual material donations. We accomplished this while continuing to reduce workplace accidents significantly. This annual report provides an insightful review of 2021 results that underscore Goodwill's commitment to our mission and the communities we serve. A few key highlights include:

• Donated Goods realized record sales as our Pooler and Statesboro retail store hit $2M, while our Hinesville and outlet stores saw over $1M each. E-Commerce realized 104.8% growth!
• The AbilityOne contracts team continued its commitment to our business partners, focusing on quality and performance excellence, with 918,000 sq ft cleaned daily by associates while maintaining a 98.3% quality score.
• G-Force Manufacturing sold 222,000 details for $4.4M in revenue while maintaining on-time delivery standards at 99.84%. Regarding quality, Gulfstream approved a three-year supplier extension and completed a very successful 3rd party audit from Bureau Veritas.
• Mission Services provided over 3,677 training hours, served over 1,600 people, provided career coaching for 141 associates, and placed 241 people in employment, with the average starting wage increasing 9.4% to $11.91 per hour.
• Through strong financial performance throughout the organization, our direct mission spend in the communities we serve was over $900,000

The bottom line? Goodwill Southeast Georgia remains the largest social enterprise non-profit in the region. With 98% of mission services self-funded and a regional economic output of over $130 million annually, we could not be prouder of our people, partners, and the communities we serve for their can-do spirit, teamwork, and Service to Others.

Thank you for your continued support.

Jenny Gentry
Board Chair

Michael Winckler
CEO & President
What Does Social Enterprise Mean?

While many know Goodwill as a retail store or a place to donate gently-used items, Goodwill Southeast Georgia operates a diverse, non-profit social enterprise that funds services and programs to educate, train and employ over one thousand people annually.

Stores and Donated Goods

When you donate your gently used items or shop at Goodwill, you are powering people to work. Goodwill Southeast Georgia operates 16 retail stores, 2 outlet stores, an e-Commerce site and donation centers across our 33-county service area. Revenue from our retail locations and donated goods fund our efforts to educate, train and source employment opportunities for individuals facing barriers to employment. Our retail operations also provide valuable work experience for those we serve.

G-Force Manufacturing

For over 31 years, G-Force has manufactured thermal and acoustic insulation and composite products, specializing in producing highly labor-intensive build-to-print kits including fabrication, packaging, composites, and light assembly and knitting services.

As a certified Gulfstream supplier and valued supply chain partner within and beyond the aerospace sector, G-Force holds AS9100D and ISO 9001 certifications. Our manufacturing operations also provide valuable work experience for those we serve.

Business Services

Goodwill cleans nearly 1 million square feet of office space each day. Our full-service custodial and ground maintenance programs serve Federal customers while providing hands-on job training and key employability skills development for individuals. As an AbilityOne partner, Goodwill employees with significant disabilities gain stable employment, competitive wages, and relevant training and coaching, preparing them for community employment and self-sufficiency.
2021 HIGHLIGHTS

**ELEVEN+ MILLION**
Pounds diverted from local landfills

**$44.74**
Average donation value 12.5% higher than top 25 Goodwills nationwide

**918,000**
Daily square feet cleaned by AbilityOne team

**SEVENTEEN PERCENT**
Increase in GoodwillSEGA associate entry wage

**376,245**
Total donations

**87%**
Percentage of AbilityOne associates with documented disabilities

**1,145**
Books provided to local educators

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**Donated Goods Retail**
Donated Goods saw record sales as our Pooler and Statesboro retail stores hit over $2M, Hinesville and our Outlet operations saw over $1M in sales, while E-Commerce saw 104.8% growth!

Company-wide, we recorded over 1.129 retail transactions and captured 376,245 material donations, surpassing the top 25 Goodwill’s donor value. We continued our commitment to sustainability as we diverted over 11M pounds from local landfills and eliminated plastic bags from our retail stores. We stayed committed to innovation by opening a new children’s Boutique retail concept, Bit ofBlue, in St. Mary’s, GA. However, what resonates most is our commitment to attracting and keeping quality associates as we increased our entry-level wage by 17%.

**G-Force Manufacturing**
G-Force Manufacturing generated $4.4M in revenue while maintaining on-time delivery standards at 99.84%. Regarding quality, our largest customer approved a three-year supplier extension and completed a very successful 3rd party audit from Bureau Veritas. G-Force also saw new leadership come into the fold with Eric Nolan joining as Vice President for Manufacturing/Business Expansion as Goodwill looks to growth opportunities in manufacturing.

**Business Services**
The AbilityOne contracts team continued its commitment to our business partners, focusing on quality and performance excellence, with 918,000 sq ft cleaned daily by associates. The team successfully negotiated one new contract, one extension, and over ten contract modifications and maintained a 98.3% quality score. The team lowered the E/R ratio to 84.2% while generating over $198K in additional work. Most importantly, individuals with significant disabilities in the AbilityOne Program worked 108,457 hours!
Since our founding, Goodwill's mission has been to provide pathways out of poverty through education and skill development.

This remains our focus to this day. Goodwill operates four Opportunity Centers that offer a holistic approach to workforce development. Our team strives to help job seekers achieve their highest level of self-sufficiency by supporting employment readiness and career advancement.

Participants receive individualized support, meaningful training & education, and employment assistance that continues throughout their journey to build a brighter future.

Our Career Specialists work with the job seeker to understand their individual support needs.

Through education, skills, and interest assessments our specialists can determine readiness and recommend training for success in the workplace.

Through comprehensive onboarding and individual assessments, job seekers create a map of their career journey.

For career advancers, a development plan is created that includes training needed to achieve education and career goals.

Through community partnership, job seekers and career advancers are connected to employment opportunities aligned to them and help the individual win the job!
MEET KESHA

Following a divorce, Kesha Wiley struggled to support herself on a single income. Kesha was finding it difficult to manage her mounting bills. While enrolled in a Certified Nursing program, COVID closures created transportation barriers when her clinical rotation was relocated to a facility more than 40 miles away.

Feeling frustrated and discouraged, Kesha visited the Goodwill Opportunity Center for support. In partnership with her Career Services Specialist, Kesha participated in financial literacy training. She created a monthly budget to help her regain her financial independence and plan for the future. Through a scholarship from the Opportunity Center, Kesha completed her Certified Nursing Certification with What a Blessing Training and secured a Certified Nursing Assistant position with Sprenger Health!

MEET JACQUELENE

Jacquelene cares for a chronically ill son while raising her grandchildren. She needs to work. Jacquelene’s propensity and interest in digital technology were her starting point.

Referred to the Opportunity Center for assistance, the Career Services Specialist recognized Jacquelene’s need to access digital skills training from her home, given her caregiver responsibilities. She needed current technology to be successful.

Jacquelene was gifted a new laptop computer through a Goodwill program funded through philanthropic dollars. She began her training in May!
MEET SABRINA

Sabrina Trotter and her family faced homelessness following their relocation to Savannah from out of state. With limited finances, no employment, and mounting expenses, circumstances were becoming dire for Sabrina's family. After little assistance from others, feeling defeated, Sabrina knew she needed help to stabilize her family. She was referred to Goodwill's Opportunity Center for employment assistance.

Immediately, the Career Services team stepped in to assist. Sabrina was provided vouchers and assistance locating available housing. Sabrina's daughter, Diamond, was interviewed and hired as a Goodwill associate, earning income to support the family.

Through her perseverance, Sabrina's family has moved into a three-bedroom home and she is preparing to launch her own business, dedicated to assisting individuals with health and wellness. Diamond has transitioned to full-time employment and continues to work towards financial independence.

"Our voice was heard; Goodwill believed in my family and me. There is hope, and there are still good people in the world."

GRANTS AWARDED FOR MISSION SERVICES TOTALING $213,608

GIVE THE GIFT OF CONFIDENCE

Your contributions create life-changing opportunities for our community. From critical skill development to access to industry-ready certifications, Goodwill is committed to helping individuals achieve economic independence and build meaningful careers.

Thank you for considering supporting our efforts by giving a gift.

Goodwill of the Coastal Empire, dba Goodwill Southeast Georgia, has been designated a tax-exempt charitable organization under section 501(c)3 of the Internal Revenue Code.
## INVESTING IN SOUTHEAST GEORGIA

### REVENUE

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Donated Goods Program</td>
<td>$20,047,262</td>
<td>60.3%</td>
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<tr>
<td>Business Services</td>
<td>$6,361,490</td>
<td>19.1%</td>
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<td>Manufacturing Program</td>
<td>$4,497,511</td>
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<td>Salvage</td>
<td>$1,829,145</td>
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<td>Vocational Service Fees</td>
<td>$52,328</td>
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<td>Foundation &amp; Corporate Grants</td>
<td>$343,829</td>
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<td>Other Income</td>
<td>$91,294</td>
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**TOTAL SUPPORT AND REVENUE** $33,222,859 100%

### EXPENSES

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<tr>
<th>Category</th>
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<tr>
<td>Goodwill Program Services</td>
<td>$25,587,763</td>
<td>70%</td>
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<td>General and Administrative</td>
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<td>Fund Raising</td>
<td>$0</td>
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<td>Depreciation</td>
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<td>Financing and Start-Up Costs</td>
<td>$140,400</td>
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<td>Capital Spending and Reserves</td>
<td>$5,696,106</td>
<td>15.6%</td>
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**TOTAL EXPENDITURES** $36,537,080 100%
GOODWILL LEADERSHIP

Michael Winckler,  
President & Chief Executive Officer

Jason Marshall,  
Chief Operations Officer

Geoff Kent,  
Chief Financial Officer

Bill Kelso,  
Vice President, Mission Advancement

Veronica Styron,  
Vice President, Mission Services

Laura Villegas,  
Vice President, Human Resources & Compliance

Jessica Penny,  
Vice President, Donated Goods Retail

Eric Nolan,  
Vice President, Manufacturing

Valarie Wiles,  
Vice President, Information Technology

Goodwill  
Southeast Georgia

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